

CRD COLOR RENDITION DEMONSTRATOR



A valuable educational and communication tool designed for demonstrating the dramatic visual color effects of different light qualities on identical color prints or samples.

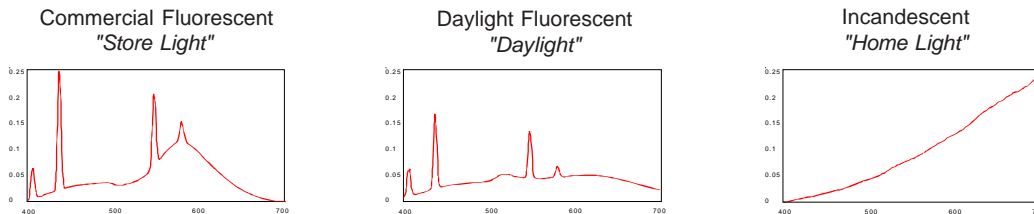


The Color/Light Relationship

All "color" begins with the light source. A colored print or object is not, of itself, "colored". The pigments or dyestuffs in colored materials selectively absorb or reflect certain wavelengths of the light source illuminating it.

A "red" apple, for example, has natural pigmentation which absorbs most of the green and blue wavelengths from a white light source, reflecting the red energy toward our eyes. Our eyes detect that energy and transmit a signal to our brain which identifies it as what we have learned to be "red". If the light source's red energy is reduced, the red of the apple will also be reduced. *Color is Light!*

Three Spectrally Dissimilar Light Sources



The Color Rendition Demonstrator dramatizes such effects by presenting identical prints or other colored materials under three spectrally different light sources: Fluorescent Cool-White "Store Light", 6500K Fluorescent "Daylight", and Incandescent "Home Light". With the CRD, package designers, for example, can evaluate the aesthetic appearance and color harmony of package materials as they might appear at the point of sale - under store light, at the point of use - under home light, or under full-spectrum daylight conditions.

Specifications

Model No.	Height	Width	Depth	Electrical Power-Watts	Shipping Weight Pounds-Kilos
CRD-1	14" (36 cm)	29" (74 cm)	8" (20 cm)	90	25 lbs (11 kgs)
Viewing Area of Each Compartment: 11" x 9.5" x 7.5" (28 x 24 x 19 cm)					

GTI Graphic Technology, Inc.